ABSTRAK

Muhammad Isyratillah. 220105010214. Analisis Karakteristik Psikologis Pengurus Galeri Investasi Syariah (GIS) UIN Antasari Banjarmasin Terhadap Minat Berinvestasi Di Pasar Modal Syariah Dengan Literasi Keuangan Syariah Sebagai Variabel Moderasi. Pembimbing: Dr. Muhaimin, S. Ag, M.A. dan Novita Alfinuri, B. SC, M.A. pada Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Antasari Banjarmasin. 2026.

Kata Kunci: *Financial Self-Efficacy*, Literasi Keuangan Syariah, Minat Berinvestasi, Motivasi Investasi, Religiusitas.

Galeri Investasi Syariah (GIS) di perguruan tinggi berorientasi pada peran pengurus bursa kampus sebagai pelopor inklusi keuangan mahasiswa. Namun, tingginya partisipasi kelembagaan belum sepenuhnya mencerminkan optimalisasi minat investasi riil pengurus. Penelitian kuantitatif asosiatif ini bertujuan menganalisis pengaruh motivasi investasi, *financial self-efficacy*, dan religiusitas terhadap minat berinvestasi di pasar modal syariah, dengan literasi keuangan syariah sebagai moderator. Teknik sampling jenuh diterapkan terhadap seluruh 77 pengurus aktif GIS FEBI UIN Antasari Banjarmasin, dengan analisis data menggunakan PLS-SEM melalui *SmartPLS 4*.

Hasil penelitian menunjukkan motivasi investasi dan *financial self-efficacy* berpengaruh positif dan signifikan secara langsung terhadap minat berinvestasi, dengan motivasi sebagai faktor paling dominan. Sebaliknya, religiusitas tidak berpengaruh signifikan karena jaminan kesyariahan produk dinilai sudah menjadi fasilitas standar. Di sisi lain, literasi keuangan syariah tidak terbukti memoderasi ketiga hubungan tersebut. Temuan ini mengindikasikan minat berinvestasi pengurus lebih digerakkan oleh motif ekonomi individual dan rasa percaya diri psikologis, bukan oleh pengetahuan teoretis maupun spiritualitas personal. Penelitian ini merekomendasikan pengelola GIS untuk mereorientasi program kerja ke arah simulasi *trading* riil dan simplifikasi akun guna mengonversi motivasi menjadi tindakan investasi berkelanjutan.

ABSTRACT

Muhammad Isyratillah. 220105010214 Analysis of Psychological Characteristics of the Management of the Sharia Investment Gallery (GIS) of UIN Antasari Banjarmasin on Interest in Investing in the Sharia Capital Market with Sharia Financial Literacy as a Moderating Variable Academic Supervisors: Dr. Muhaimin, S. Ag, M.A. dan Novita Alfinuri, B. SC, M.A. at the Sharia Economics Study Program, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin. 2026.

Keywords: *Financial Self-Efficacy, Investment Interest, Investment Motivation, Islamic Financial Literacy, Religiosity.*

Sharia Investment Galleries (GIS) in higher education are oriented toward the role of campus exchange administrators as pioneers of financial inclusion. However, high institutional participation does not fully reflect the optimization of real investment interest among the administrators. This associative quantitative study aims to analyze the influence of investment motivation, financial self-efficacy, and religiosity on investment interest in the Islamic capital market, with Islamic financial literacy as a moderator. A saturated sampling technique was applied to all 77 active administrators of GIS FEBI UIN Antasari Banjarmasin, with data analyzed using PLS-SEM via SmartPLS 4.

The results showed that investment motivation and financial self-efficacy have a direct, positive, and significant effect on investment interest, with motivation as the most dominant factor. Conversely, religiosity has no significant effect as the sharia compliance of the products is considered a guaranteed standard facility. Furthermore, Islamic financial literacy was not proven to moderate any of the three relationships. These findings indicate that administrators' investment interest is driven by individual economic motives and psychological self-confidence, rather than determined by theoretical knowledge or personal spirituality. This study recommends that GIS managers reorient work programs toward real trading simulation and account simplification to convert motivation into sustainable investment actions.